

CREATED BY LESLIE MOSIER AND ROB CHIANELLI

# DOUG the PUG®

AND THE  
KINDNESS CREW



WRITTEN BY  
KAREN YIN

ILLUSTRATED BY  
LAVANYA NAIDU



SCHOLASTIC



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SCHOLASTIC INC.



To Azaelea Bleichner, 9/4/2007-8/19/2021

Azaelea was the first friend and recipient of support from the Doug the Pug Foundation. Sadly, she passed away after her journey with childhood cancer. She was the true embodiment of kindness and inclusivity, and we will carry her memory with us forever in everything we do. We love you, Azaelea. —Doug, LM & RC

To you, the caring reader: Random kindness is good. Conscious kindness is gold. —KY

To Kanshu, Shubee, and Nondi—my pillars through life, the kindest of hearts, and my sisters; then, now, and always. —LN

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Hi! I'm Doug the Pug!



I love people, pizza, and posing for pictures.

But nothing's more **pug-tacular** than...

# spreading kindness!

Being kind makes my pug hairs fly!



Me and my humans, Rob and Leslie, need to hand out these flyers around town.



But I have a secret mission of my own: to see how many  
**kind things** I can do along the way!

Do you want to come?!

We can call ourselves the **kindness crew!** Let's go!



Kindness is waiting your turn.

Aaaah . . . The bus is the perfect place to take a nap . . .



Or to comfort someone having a bad day.

Sometimes kindness is just being there.



The Kindness Crew looks for chances to be kind wherever we go.



Like stepping aside to let someone pass.

Or holding the door when a friend needs a hand.



Kindness is saying hi.



We all have different needs.

Some we can spot ...

Others we can't.

So be kind to everyone  
you meet!





om nom nom nom!

Would you like one?



And here's one for you, too!



Kindness is sharing your snacks—  
especially your favorites.

Wow!

Watch that airplane go!



Oh no!



# Kindness crew to the rescue!

Even though I don't

love

heights!

Kindness is being brave  
for others.



DING DING!



uh-oh.

Bear deserves a wash, too.



Good thing the Kindness Crew loves giving!



Whoa!  
Watch out!

That was close—  
Hey, you dropped this!



The Kindness Crew goes out of our way to help others ...





Sometimes really, really far out of the way.





Pizza?

For me?! Thank you!

Looks like we handed out all the flyers. I'm **paws-itively** pooped. Are you tired, too?

Sometimes kindness is making time for **YOU**.

Unleash your inner pug and take that nap!



But not for *too* long ...

Because it's finally time for the PAW-TY!

COMMUNITY  
DAY OF  
KINDNESS



**EVERYONE** is welcome here!





If the Kindness Crew had a motto, it would be:  
**"Kindness is ATTITUDE plus ACTION."**

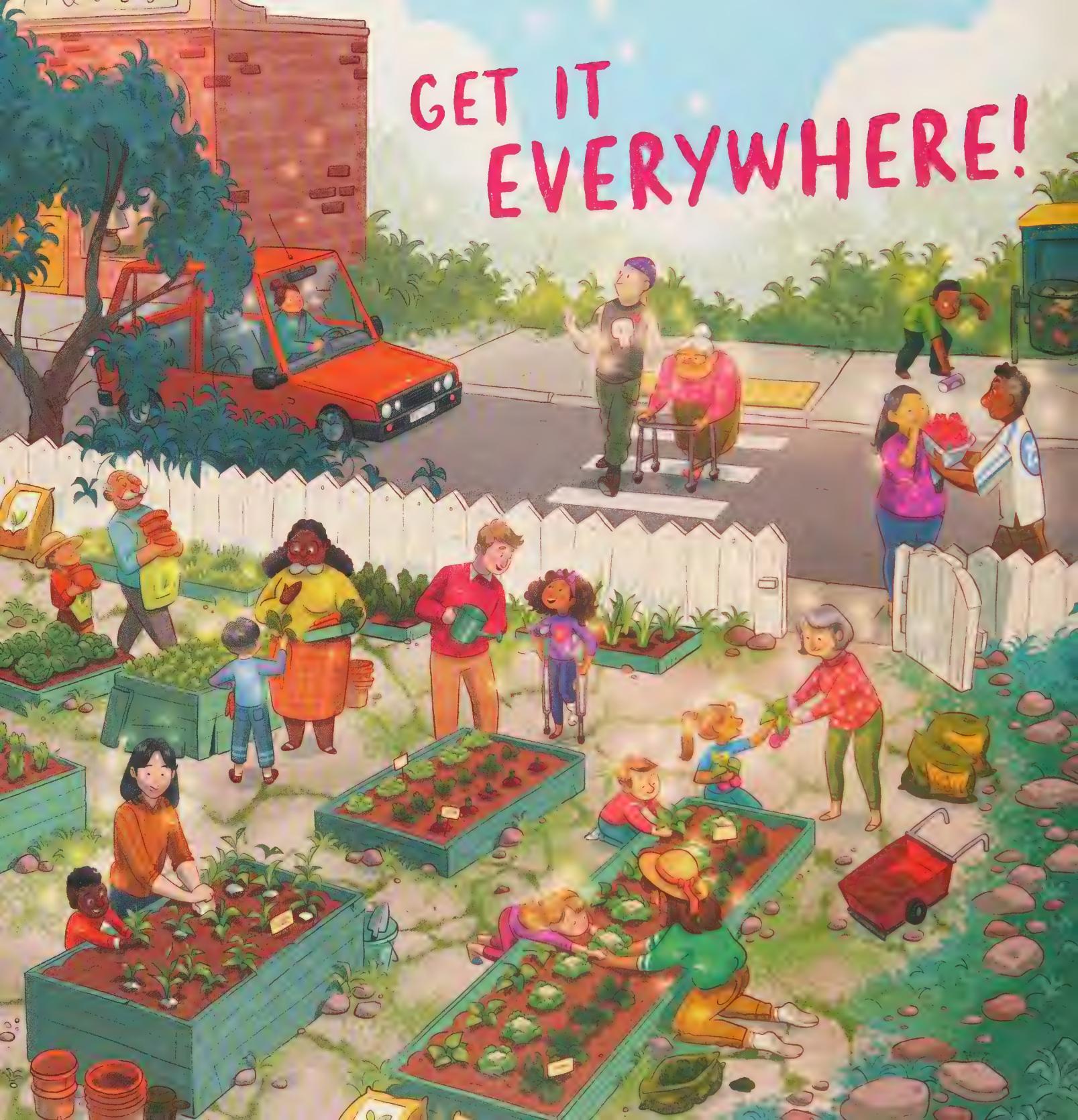




So go out there and spread kindness like pug hair ...



# GET IT EVERYWHERE!





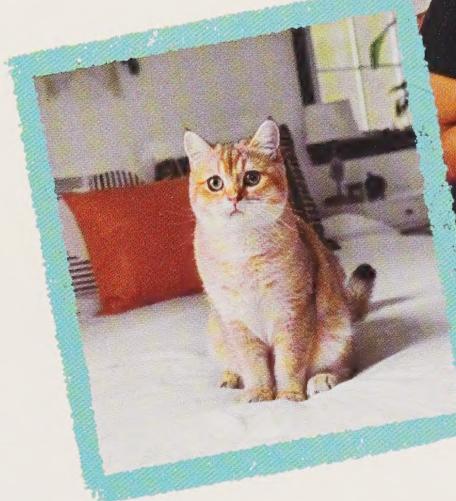
(Plus, kindness makes me cuter.)





How do you spread kindness?





## DOUG the PUG®

is a celebridog, cover model, cosplayer, actor, and the most adorable mogul ever. Doug leapt to fame in 2014 after a video of him with a pug balloon went viral on Facebook. Now, with 19 million followers across his social media channels, Doug uses his celebrity to spread joy and kindness. In 2019, the mayor of Nashville, where Doug lives, declared Doug's birthday, May 20, Doug the Pug Day. But Doug's proudest achievement is the Doug the Pug Foundation, formed in 2020, to help kids with life-threatening illnesses. Doug lives with his humans, Leslie Mosier and Rob Chianelli, and his feline siblings, Fiona and Teddy. It's true that Doug loves the smell of pizza (and posing for pictures with it!), but in real life, he dines on raw beef with steamed veggies. To find out what he's up to, follow Doug on social media at [@ItsDougThePug](https://www.instagram.com/ItsDougThePug). Visit [DougThePug.com](https://www.DougThePug.com) to learn about his other books.

**LESLIE MOSIER** and **ROB CHIANELLI** are Doug the Pug's humans and the masterminds behind Doug the Pug. Leslie is a social media mogul, philanthropist, podcast host, and animal lover. Rob is a photographer, music producer, drummer, and Doug's personal chef. Like Doug, Leslie and Rob strive to spread kindness every day.

**KAREN YIN** is the author of diverse and inclusive stories for children, including *Whole Whale* and *So Not Ghoul*, and the founder of Conscious Style Guide. Karen lives in California with her partner and their cat friends, but dogs are welcome to hang out. Find her at [KarenYin.com](http://KarenYin.com) and her book recommendations at [DiversePictureBooks.com](http://DiversePictureBooks.com).

**LAVANYA NAIDU** is a children's book illustrator and animator, born and raised in Kolkata, India. Over the last decade she has worked on numerous kids books and animation projects, as well as animation production. She now lives in Melbourne, Australia, and recently completed her role as the head of design and episode director on the animated kids series *The Strange Chores* (season 2). In her spare time, Lavanya enjoys collecting dinosaur models and tending to her ever-growing collection of plants!

# DOUG the PUG®

World-famous celebrity **DOUG THE PUG** loves people, pizza, and posing for paw-traits. But there is nothing he loves more than being kind! Follow Doug on a kindness-spreading adventure and discover how **YOU** can join the **KINDNESS CREW** and help make the world a kinder place.



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